

“Xerox is a one-stop shop for all our print and graphic design needs. They not only save us time and money, but also enable us to focus on strategic and operational issues instead of printing. They’re core to what we do as a business.”

—Lindsay Ackerman  
Marketing Leader, Commercial Insulation  
Owens Corning



### Our Challenge

“Documents are very important to Owens Corning,” explains Lindsay Ackerman, Marketing Leader for the Owens Corning Commercial Insulation Group. “A lot of our audiences, like architects, are still interested in print. Being really efficient in the way we print and deliver documents is becoming much more important. We need to ensure that we get the highest quality print vendor for the lowest cost. We also need a partner who can manage all our print needs while helping us plan strategically for the business.”

### Our Solution

“Xerox manages everything,” says Sue Burkett, Marketing Leader for Owens Corning’s Roofing and Asphalt Division. “They run the mailroom. They manage our digital assets. They help with design. And they handle all our print services, including a small on-site print center, print on demand (PoD) and outsourced print. They’re extremely efficient and a great partner to work with in terms of our tight timelines. They not only save us money and time, but also help us focus on the things that need focusing on.”

### Our Results

- Full management of worldwide document supply chain for \$5.3 billion global manufacturing leader, freeing the company to focus on business and operational issues
- 50% operating cost reduction
- 100% on-time delivery of documents—including multinational materials, one-off documents and PoD projects—without sacrificing quality
- Supervision of all hard copy and digital assets/inventories, as well as all internal and external print resources
- Improved sustainability through decreased waste, fewer reprints and elimination of outdated materials
- Greater productivity through streamlined printing/revision processes
- On-site service and support, including Xerox print center staff and Xerox marketing consultant

“Xerox manages Owens Corning’s digital assets, design, in-house printing, mailroom, outsourced printing and document inventory. They’re a full-fledged part of our team. Everything they help us do leads to revenue generation.”

—Sue Burkett

Marketing Leader, Roofing and Asphalt  
Owens Corning

### Owens Corning and Xerox: Strategically Managing a Worldwide Document Supply Chain

Owens Corning is a world-renowned Fortune 500 manufacturer of building and engineering materials, with 15,000 employees in 26 countries. While the company produces countless commercial and residential products, they are perhaps best known for their market-leading insulation. But when Owens Corning wanted insulation from the complexities of their global document supply chain, they turned to Xerox.

### An On-site “General Contractor” for Print

Building on a partnership established in 1996, Xerox provides universal management of Owens Corning’s digital and hard copy documents, including creation, production, retention, fulfillment and distribution, using internal and external resources. In addition, the partners collaborate on strategy development and process improvements.

“Xerox makes it easier for me to do my job because they understand every aspect of printing,” says Sue Burkett, Marketing Leader for Owens Corning’s Roofing and Asphalt Division. “They’re the experts, so I don’t have to be.”

Eight Xerox employees work on-site at Owens Corning’s Toledo, Ohio headquarters, including a Xerox print center staff and a Document Management Consultant on Owens’ marketing team. Consequently, Burkett can “ask a question and get an answer, rather than wait for someone to return a call or email.”

“Xerox helps us from the beginning to the end of our projects,” adds Lindsay Ackerman, Marketing Leader for the company’s Commercial Insulation Group. “They provide graphic design, update documents digitally, find the most cost-effective print vendors from their global network of Xerox Premier Partners and manage fulfillment.”

“We not only trust them to make sure things are done correctly, but also trust them to come up with new, efficient processes that make things easier for our business.”

### A Blueprint for Saving Time and Money

“Xerox helps us from a savings perspective because we don’t have to outsource our different print needs to different companies,” Ackerman continues. “They also provide print on demand (PoD), so projects are held digitally, without a lot of storage or storage costs.”

“There’s a sustainability advantage, as well,” Burkett offers. “We don’t end the year throwing away outdated inventory. And I can’t tell you how many times our Xerox advisor stopped us from printing something wrong that we would have had to reprint.”

One recent PoD project—a one-of-a-kind sample tool requiring rapid turnaround—was so successful it wooed a major customer away from a competitor. The company’s 600-page sales binders offer another example of PoD’s value: “We continually integrate and update our binder information,” explains Ackerman. “Xerox streamlined the process and monitors all of it. They update the documents, print the pieces and send them out on a quarterly basis.



“They help us save storage and commercial print costs while enabling us to meet tight deadlines with revenue-generating materials.”

### A Partnership with a Solid Foundation

Accurate, high-quality documents are critical to the Owens Corning sales process because customer purchases are based on function and aesthetics. For instance, roofing “beauty books” include subtle colors and crisp house photography (not to mention the company’s panther logo, which has to be pink). Additional materials support advertising and provide building science information to contractors and architects.

“Because Xerox manages printing, Owens Corning can focus on the business aspects—the strategy, the planning, the execution of overall projects,” says Ackerman. “It’s a strategic partnership that lets us concentrate on what’s needed to move our business forward and grow.”

According to Burkett, that partnership is certain to continue: “As we move into the future, there will be a need for more digital assets. Xerox will help us grow into that.”

“We’re a big business and we move fast. There are a lot of pressures and a lot of eyes on the business. I don’t know exactly what’s in our future, but I know Xerox will be there with us.”